



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE MASTER OF
SCIENCE IN ENTREPRENEURSHIP

BBE 5102: ENTREPRENEURIAL BEHAVIOUR AND ENVIRONMENT

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (24 MARKS)

Food and Drink:

Consider the local community with which you are familiar. Draw up a list of the types of businesses which provide food and drink to this community. This should include take-away food and drink which is to be consumed in the home or elsewhere, as well as food and drink consumed on the premises. For example, you list should include such categories as supermarkets, fast food restaurants, off licences and other types.

1. In each of your categories, which is the predominant business size — small or large?
What are the trends in terms of size - towards smaller or larger enterprises? (8 marks)
2. What are the particular contributions those small businesses make to the local economy?
Are these contributions increasing or decreasing in importance? (8 marks)

Looking at the small business owners, what are their likely views on the competition they have from larger companies (for example, the corner shop trader's view of the major supermarkets (8 marks)

QUESTION TWO (12 MARKS)

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Page 1

- a) There are differences between management behaviours of an entrepreneur and a small business-owner-manager. Discuss with examples the reasons for these differences (6 marks)
- b) Why do you think people start their own businesses? Discuss the possible motives, indicating which you consider to be positive reasons and those which you consider to be more negative (6 marks)

QUESTION THREE (12 MARKS)

- a) What external factors in the small business environment would you consider to influence the following:
- i. The likelihood of a new venture starting up? (4 marks)
 - ii. Its chances of survival thereafter (4 Marks)
- b) An entrepreneur wants to open a wine bar. Discuss the particular barriers to market entry you think will be encountered. (4 Marks)

QUESTION FOUR (12 MARKS)

The birth of new firms vary considerably according to the time period, location and the industrial or market sector in which they are set up. Can you give examples of when, where and in which sectors you would expect to see high rates of small business births? (12 Marks)

QUESTION FIVE (12 MARKS)

Some influences in the business environment need careful consideration before starting a new venture, as they will have a critical impact on the chances of survival. From your knowledge of entrepreneurial behaviour, which factors are the most important to take into consideration and why? (12 Marks)